

To: 1200 - New York Region (SCULLYA), Young, Mark
From: Moulton, G
Posted: 7/16/97 15:25
Opened: 7/17/97 15:25
Subject: Winston DPC

Mark,

The two attached Powerpoint files are sell sheets and information for the AM'S to sell the DPC program to their Subs and Directs. The second file is an outline of the program for your review.

We feel the outlined program can be tailored to each account and does offer enough incentive to sell more than one style of Winston Box.

If you have any questions or recommendations please contact me.

George

CC: Mallardi, J, Groll, A P., Perez, F J.

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